LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 508-31 - (SCRATCH & TASTE) - Req. No. M93597 - Page, 4/C - (7 x 10 inches)
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(604)

Too bad there's no such thing as "scratch and taste" advertising.

Nothing we could say in an ad would impress you as much as simply tasting our cigarette. Because taste is what is so impressive about Merit Ultra Lights. A richer, fuller, more satisfying taste than you'd ever expect in an ultra light. The secret is Enriched Flavor.™ Only Merit has it. Which is why Merit Ultra Lights is one of today's fastest growing brands. Taste one yourself. You'll find it indescribably good.

Enriched Flavor,™ ultra low tar. A solution with Merit.

Merit Ultra Lights

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

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Kings: 5 mg "tar," 0.5 mg nicotine av. per cigarette by FTC method.

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Source: https://www.industrydocuments.ucsf.edu/docs/lpjx0001

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